



TOWN OF FAIRHAVEN, MASSACHUSETTS

**High electricity prices don't have to be a fact of life.
Buy electricity together and save money for your community's
residents and businesses.**

The Problem:

Up to 60% of electricity generated in Massachusetts is fueled by natural gas. There are not enough pipelines to transport natural gas efficiently into the state. As a result, residential electric rates are highly volatile and have increased dramatically in the last 24 months. This situation is likely to continue until new natural gas pipelines are complete in 2018, at the earliest.

The Financial Impact to Residents:

NSTAR electricity supply rates will increase dramatically on January 1 2015, to 14.972 cents per kilowatt hour (kWh) for 6 months until July 1, 2015. This represents a 60% increase from the January 2014 electricity supply rate of 9.33 cents per kWh and more than a 100% increase from the January 2013 supply rate of 7.031 cents per kWh.

The Solution:

Take control of the electricity prices of your Town. Leverage the collective purchasing power of the residents and businesses to create a buying group for the purpose of procuring the bulk purchase of electricity for lower rates than NSTAR can offer.

The Benefits:

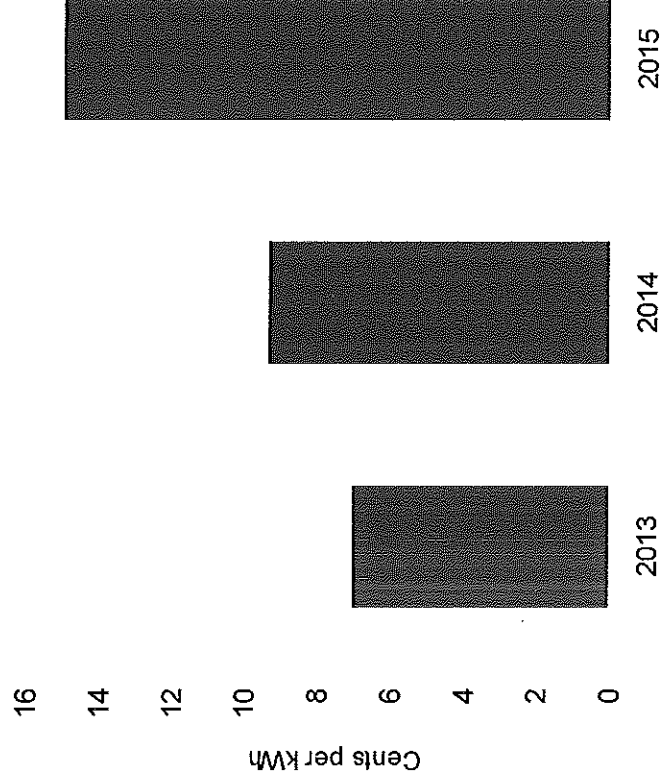
- Gain competitive choice
- Gain price stability for the term of the contract and protection from the volatility of local utility pricing;
- Save money with lower electricity rates;
- Increased renewable or "green" energy options
- Individual residents and businesses can opt-out anytime with no penalty or termination fee
- Continue to receive a single bill from NSTAR
- Continue to receive electricity distribution and service from NSTAR
- Protection from unscrupulous direct marketers of electricity.

NSTAR Electricity Supply Rates

NSTAR electricity supply rates will increase dramatically on January 1 2015, to 14.972 cents per kilowatt hour (kWh) for 6 months until July 1, 2015. This represents a 60% increase from the January 2014 electricity supply rate of 9.33 cents per kWh and more than a 100% increase from the January 2013 supply rate of 7.031 cents per kWh.

NSTAR Electric Rates

Jan 1 to Jun 30



GoodEnergy

A Smarter Way to Buy Energy

NEWS

Good Energy, L.P. is the national leader in energy aggregation for municipalities with a particular emphasis on electricity aggregation:

- Over 150 successful and active municipal aggregations;
- Serving over 550,000 households;
- Over 200,000 households with 100% renewable energy;
- Savings of municipal aggregations through 2014 of over \$100,000,000.

Good Energy has set industry best practices for municipal aggregation in:

- Public outreach and education;
- Coordination of multimedia communications in multiple languages;
- Energy procurement for large aggregations;
- Renewable energy procurement.

Good Energy has a staff of over 40 professional and administrative personnel and performs all important aggregation functions in-house:

- Public outreach and education;
- Aggregation plan development and implementation;
- Energy market monitoring and analysis;
- Maintaining excellent long term relationships with national energy suppliers;
- Structuring competitive bids for energy procurement;
- Monitoring and management of aggregation plans.

Good Energy has combined its national experience and industry best practices with the local experience and expertise of Massachusetts personnel to form the Massachusetts Good Energy Team to develop municipal aggregations that provide customers with competitive choice, longer term price stability, reduced electric bills and more renewable energy options.

On September 25, the Massachusetts Good Energy Team was unanimously selected by the eight (8) members of the Southeastern Regional Planning and Economic Development District (SRPEDD) Aggregation Committee as their aggregation consultant over five (5) other competitors for 13 municipalities with over 130,000 households in the SRPEDD service area who are interested in aggregating the electricity loads of their residents and businesses.

On October 27, Good Energy signed an exclusive agreement with the recognized leader in the Commonwealth when it comes to the sourcing and distribution of Massachusetts Class 1 RECs for its municipal aggregations. This organization provides clear audit trails as it relates to additionality and has unique access to Massachusetts renewable energy projects. This enables customers to have a meaningful impact on the reduction of emissions through local sources with an affordable price-point.

(OVER)

MUNICIPAL AGGREGATION FREQUENTLY ASKED QUESTIONS

1 What is municipal aggregation?

Municipal aggregation is simply the formation of a buying group composed of the residents and businesses of one or more municipalities that is developed and operated through the municipal officials of one or more municipalities.

2 What is the objective of municipal aggregation?

The objective of municipal aggregation is simply to lower the electricity bills through the formation of a buying group composed of the residents and businesses of one or more municipalities without interfering with the level of service provided by the utility (National Grid, Nstar or WMECo) that distributes the electricity supply.

3 What is the cost of municipal aggregation to my municipality?

None. The cost of developing, writing and submitting the municipal aggregation plan; of guiding the plan through the DOER / DPU approval process; of the informational mailing to residents and businesses; of the RFP to competitive suppliers is borne by the municipal aggregation consultant.






4 Why can a municipality or group of municipalities aggregate the electricity load of the residents and businesses within its boundaries?

In 1997, Massachusetts passed the nation's first electric deregulation law that gives municipalities a strong hand for consumers and the environment. The law builds on traditional franchise authorities of municipalities to act as "community aggregators" (MGL, Chapter 164, Section 134(a)) in a deregulated electric industry, and allows communities to administer tens of millions of dollars paid by their citizens for energy efficiency and renewable energy programs (MGL, Chapter 164, Section 134(b)).

5 Why should a municipality or group of municipalities aggregate the electricity load of the residents and businesses within its boundaries?

Municipal officials have the opportunity to give their residents and businesses lower electricity rates by aggregating the electricity load of their community and requesting competitive bids for electricity supply from large, national suppliers. This gives a municipality or group of municipalities much stronger buying power than any individual resident or business has when dealing with the utility (National Grid, Nstar or WMECo) that distributes electricity to your community.

MUNICIPAL AGGREGATION 5 STEPS TO LOWER ELECTRICITY BILLS

DECISION	WHAT & HOW	WHO
	Place a Municipal Aggregation Article on the Town Meeting Warrant for a vote by residents or vote on Municipal Aggregation at a Town / City Council Meeting. See sample Warrant Article and Town /City Council Motion enclosed.	Selectmen / Town or City Council
	Vote by residents at Town Meeting or vote by Councilors at Town / City Council Meeting.	Voters / Town or City Council
	After acceptance of Municipal Aggregation, the municipality contracts with Good Energy, L.P. Energy and related energy services contracts are exempt from MGL, Chapter 30B.	Selectmen / Town or City Council
	Good Energy, L.P. develops a Municipal Aggregation Plan and guides the plan through the Department of Energy Resources (DOER) and Department of Public Utilities (DPU) municipal aggregation approval process at no cost to the municipality.	GoodEnergy.com
	After DOER / DPU approval, Good Energy, L.P. develops a Request of Proposals (RFP) for electricity supply from licensed Competitive Suppliers at no cost to the municipality.	GoodEnergy.com
	Vote to accept or reject Competitive Supplier bid.	Selectmen / Town or City Council
	After acceptance of the Competitive Supplier bid, Good Energy, L.P. mails educational information to residents about the Municipal Aggregation Program at no cost to the municipality.	GoodEnergy.com
	Accept (by default) or reject (opt-out) participation in the Municipal Aggregation Program.	Individual residents or businesses
	Monitor and operate the Municipal Aggregation Program to maintain lower electricity bills at no cost to the municipality.	GoodEnergy.com

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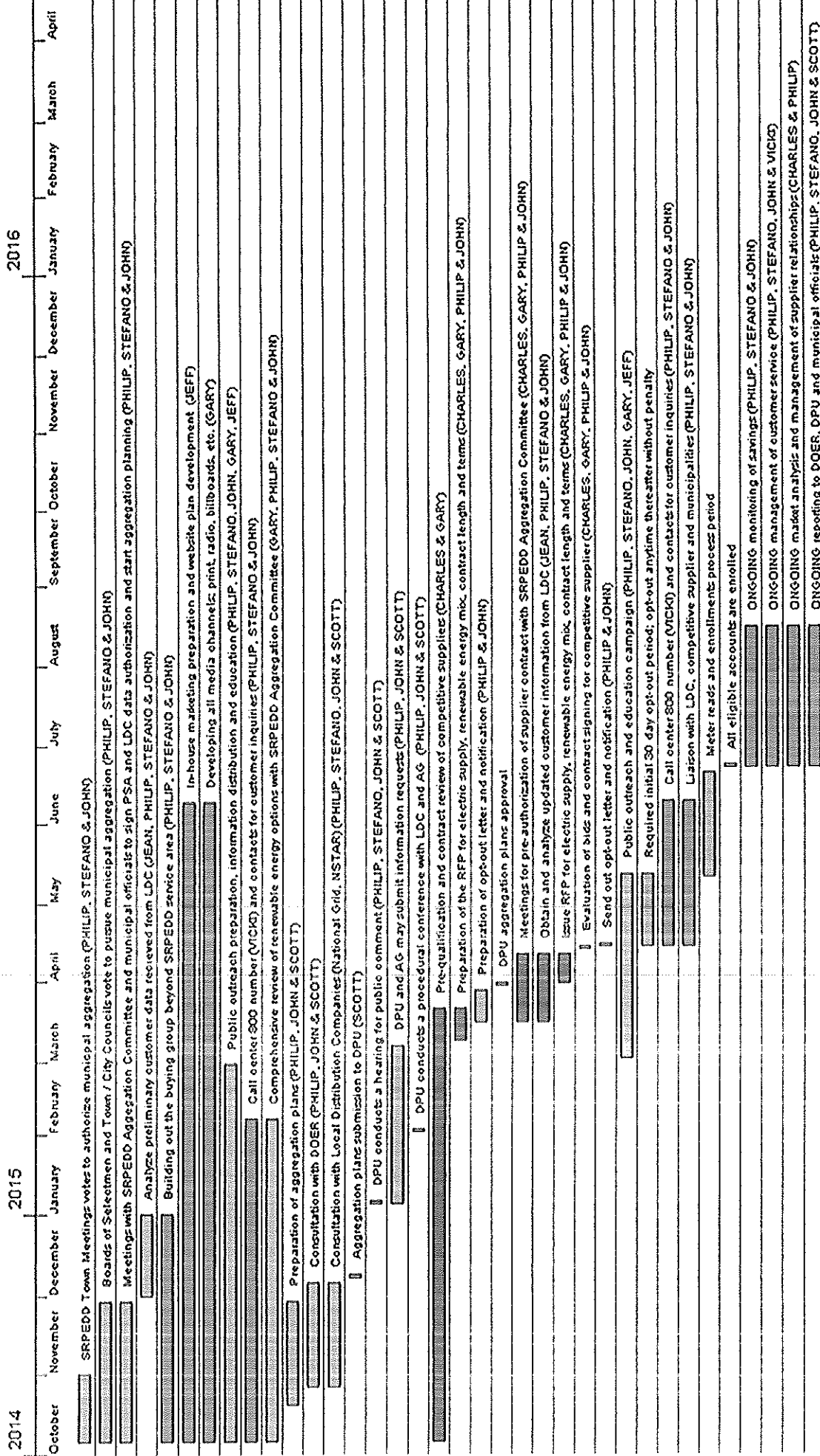
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SRPEDD Municipal Aggregation Gantt Chart

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SUMMARY OF MASSACHUSETTS AGGREGATION TEAM FUNCTIONS

Team member	Title	Function on Massachusetts Aggregation Team
Charles de Casteja	Managing Partner and Director of Mass Markets and Aggregation	Overall responsibility for all municipal aggregation functions, processes and procedures
Philip Carr	Director of Business Development	Responsible for business development on a national basis for municipal aggregation and customer service in all deregulated markets; currently specializing in the Massachusetts market
John P. O'Rourke	Director of Marketing Northeast	Responsible for all aspects of municipal aggregation for the Massachusetts market including DOER and DPU relationships; aggregation plan marketing, development and operation; and customer service
Scott J. Mueller	Attorney at Law	Responsible for all legal issues concerning municipal aggregation and legal representation before DOER and DPU
Jeff Feith	Chief Marketing Officer	Responsible for all conventional and electronic media design, development and project management and assists in public awareness and education campaigns
Stefano Loretto	Director of Business Development	Responsible for business development for municipal aggregation, specialized commercial accounts and customer service in the Massachusetts and New Jersey markets
Gary Fogelman	Manager, Mass Markets & Renewable Energy	Responsible for all marketing, media, public awareness campaigns; development and management of operational guidelines; specializing in issues concerning renewable energy
Edward Carey	Director of Retail Energy	Responsible for large energy related sales in municipal, commercial and industrial markets in the northeast.
Jean Ketchandi	Manager, Pricing and Contracts	Responsible for all pricing and contracts with competitive suppliers for municipal aggregations and other public and private sector accounts.
Rachel Osinski	Pricing Support & Data Collection	Responsible for administrative support for pricing, data collection, database development and customer service
Vicki Browning	Customer Support, Call Center	Responsible for the call center customer support that answers and resolves customer inquiries and issues

Six to eight additional Good Energy personnel can be allocated to the Massachusetts municipal aggregation team as needed to function in the areas of public outreach and education, customer service, administration and reporting, and aggregation plan operation.

Marketing Campaigns

Direct Mail, Websites, Infomercials and Analytics.

Learn how municipal leaders are saving their residents and businesses millions of dollars on electricity.

CALL NOW: 844-MASS-AGG (627-7244)
For more details: Mass.GoodEnergy.com

NOVEMBER 30 Mark your calendars!

GoodEnergy Uniquely experienced to save your community money.

The Problem:

Up to 60% of electricity generated in Massachusetts is fueled by natural gas. There are simply not enough pipelines to efficiently transport natural gas into the state.

The Impact:

Residential electric rates have increased dramatically in the last 12 months and will remain volatile. Residents don't know what they will be paying for electricity six months from now.

The Solution:

Take control of your community's electricity needs. Join the Good Energy Municipal Energy Aggregation buying group of cities and towns, leveraging massive bulk purchasing power for your residents and businesses.

The Benefits:

- Save residents money on their electric bill
- Long-term budget stability
- Renewable energy options
- No early termination fees
- Protection from volatile, rising energy prices

What Municipal Leaders Need to Do:

Cut-off date for enrollment is November 30, 2014. By that time, communities must have approved the Motion at Council or Article at Fall Town Meeting.

For more information, call or email the leading national consultant in residential aggregation today:

toll free: (844) MASS-AGG (627-7244)

e-mail: mass-agg@goodenergy.com

website: www.mass.goodenergy.com

ABOUT GOOD ENERGY, L.P.

Good Energy, L.P. is the industry leader in municipal energy aggregation, and uses its national experience to design and implement the most successful, turnkey, programs. Since 2012, Good Energy has saved 600,000 households in 150 communities more than \$100 million.

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A Smarter Way to Buy Energy

GoodEnergy A Smarter Way to Buy Energy

Overview | FAQ | Steps to Lower Electricity Bills | Testimonial

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Request more information

